



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. HOWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIX.

NEW YORK, JUNE 16, 1897.

NO. 11.

BOOKS OPEN TO ALL

The Record

Rev. T. De Witt Talmage sagely observes that "A newspaper whose columns overflow with advertisements of business men has more influence in attracting attention to and building up a city or town than any other agency that can be employed. . . . No power on earth is so strong to build up a town as a newspaper well patronized, and its power should be appreciated."

—NEWSPAPERDOM.

A power of good to you, Mr. Advertiser

The Philadelphia Record, under the sagacious management of William M. Singerly, has reached another milestone, the twentieth since Mr. Singerly took charge. He found the Record weak and frail, with small circulation and influence, and he has made it one of the greatest papers in the country, large in its circulation and in its advertising patronage and far-reaching in its influence. Its news columns are brimful of the latest intelligence, its editorial page is informing, independent and fearless, its miscellaneous features are invaluable to the reader and in all respects up to date.

—PUBLIC LEDGER.

The Record

Average Circulation in 1896:

Daily Edition, 170,402

Sunday " 124,234

For rates address

THE RECORD
PUBLISHING COMPANY,
Philadelphia.



Chinese Advertisements

in American newspapers ought to be about as remunerative as advertising in daily papers and magazines for country custom.

Consistency would suggest that Chinese newspapers reach the Chinese people, and local country weeklies the country people.

It is an indisputable fact that the brightest advertisers of our land use the country papers year after year—and get rich—which is their reason for so doing.

There are 1,600 local family papers in the Atlantic Coast Lists.
Reach a million families weekly.
One order, one electro does the business.
Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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THE NEWSPAPER AND THE ADVERTISER.

By A. E. Hoyt.

Academic discussion looking to the eventual evolution of the newspaper without advertisements is more profitable than most discussion of that sort, in that, to an extent unusual even in academic discussion, it ignores essential fact.

The commodities for sale by the newspaper publisher are limited. Upon their profitable sale depends his living—his continuance in business. He has news to sell and space. These two are the chief items of his stock in trade. If he rightly conceives of his duty and his opportunity, his ideas and influence are not for sale. His editorial page is not in the market. True, he might construct an editorial page warranted to offend no man; it is easier to be a clam than a brainy man, and nobody takes offense at the clam. Nobody cares enough about the clam to be offended with him. The shrewd publisher is apt to conclude that, on the narrowest commercial basis even, it does not pay to be a clam. Fear is a better asset than contempt, and the editorial page must stand for one asset or the other. As a matter of fact, nothing pays better in the long run than an editorial page sufficiently feared, prolific of sufficient enmities, so that men court its favor and fear its reproof. This the alert newspaper publisher is not long in discovering.

The publisher has news to sell. He sells his news at a nominal sum, in a market at best restricted. He gets one, two, three cents a copy—a nominal figure merely—from which, to find his net receipts, he must deduct the middleman's share. The circulation account must at least be charged with the salary of the circulation agent, after it has been already reduced by the commission of the newsdealer or the route carrier. "The larger the

circulation the greater the loss" may not be literally true; but true it is that, save in exceptional cases, the circulation can be prudently regarded only as a basis for advertising contracts, a means to the legitimate ends of profitable business. There remains to be considered the sale of space as the only other considerable, as well as the largest, source of newspaper revenue. It follows that there can be no newspaper without advertising, except (1) through a great increase of subscription rates, which competition would render impracticable, even if the buying public would stand it; or, (2) through government control or corporate subsidy of the press. But the liberty of the press is so increasingly the American idea that the tendency is to-day more and more toward reasonable independence of thought even in the strict party journal—which, by the by, is not to be conceived of as in any sense subsidized by the receipt of such items of public patronage as may accrue from support of the party. For these revenues the publisher pays to the last cent their full value, in the service he renders, in the enmities he must incur through undeviating loyalty in good or ill repute, in foul weather as in fair; in business he drives away by partisan proclivities.

There is, however, still to be considered a second phase of the subject, a broader and more interesting field for inquiry than considerations of actual necessity. Granting, for the sake of argument, that, in some way not yet thought out, a regular daily newspaper might live without advertising, so far as revenue is concerned, it would still be true that there can never be a newspaper without advertising. What is news? What do people read? Who reads the paper? Within certain well-defined limitations of editorial leadership of thought, rather than blind following of the popular passion of the moment, it is the duty no less than the

profit of the newspaper to please its readers. The publisher must consider who reads his paper. He knows who skims the paper through—glancing at the head-lines, hurrying through the market quotations, over the coffee cups, on the crowded car on the way to business. But who reads his paper? Who but the woman—the shopping woman? Not long ago a leading newspaper undertook a census of the women of its reading public, to find out what portions of the paper women like best. The result was interesting, if somewhat amusing in the indifference it disclosed to the charms of the woman's page. We may not accept as conclusive any data as to what woman does not read—"age cannot wither her nor custom stale her infinite variety"—but what she does read we know, we who are married. She reads the ads. Cuba and the tariff she may skip, but she can tell you where the bargains are to be found. The second and the greatest reason why there will never be a newspaper without advertisements is then that the advertisement is news; and a paper without news is *reductio ad absurdum*, a contradiction of terms.

There might be such a possibility as the academicians contemplate, had the advertisement remained stationary, had it not kept pace with the best newspaper enterprise of the day. Were the advertising columns still nothing but a catalogue of names, those who had the curiosity and time to consult them might, no doubt, gain equal information from the city directory or the sign boards. Readers would have no right to demand that a live newspaper cumber its space with dead matter called advertising, any more than to demand its cumbering with dead matter of any other sort. But the ideal advertisement of to-day is a "story," whose skill in telling may challenge the admiration of the best descriptive reporter, whose sustained interest may claim parity with his best efforts. I have more than once read through, to the last word of the last line, an advertisement of goods I neither wanted nor could afford, simply because the story was told so attractively. How must it have been with the reader who did want the goods and could afford them?

The relations of the newspaper and the newspaper's advertisers are, in short, those of interdependence the

one on the other. An advertisement in a live, legitimate, well-conducted family newspaper is the best guaranty of the advertiser's good standing and repute, since such a paper will admit no other. The advertising of a live, legitimate, well-conducted business in a paper is the best guaranty of the paper's good standing and repute, since such a business house will advertise in no other.

DR. PIERCE'S SKELETONS.

Dr. R. V. Pierce would appear to have almost a monopoly on the materialized manifestations of *Mors Pallida* in the advertising field. If there are any skeletons that have not yet posed for his agile artists, they may count on good rates as models in the near future. Of course it goes without saying that all the proprietary interest Dr. Pierce has in these graveyard refugees is a cash interest. He would not be ready to claim that they are skeletons only because they took his Favorite Prescription, and therefore owe their services to his advertising department.—*Home*.

OFTEN FORGOTTEN.

Price means nothing until you see the goods. Rates mean less, until you know the constituency and the quantity of it. The fact that one paper costs five cents a line argues nothing. It may have only 3,000 subscribers, while the paper that costs fifteen cents a line may have 30,000 circulation; and the former may reach the "hand-to-mouth" class, while the latter goes into the homes of prosperity, of financial capacity.—*Chicago Baptist Union*.

LEATHER SUSPENDERS ONLY 35c.



AT THE COLUMBIA,
114 W. WASHINGTON ST.

OSWALD OTTENDORFER.

Oswald Ottendorfer, philanthropist and journalist, was born in Zwittau, Moravia, February 29, 1826. He was

the Metternich government in 1848, and joined the Von der Tann volunteer corps, which, in the first Schleswig-Holstein war, participated in several engagements with the Danish forces.



OSWALD OTTENDORFER.

the son of a manufacturer, went through the course of classical studies, and devoted himself to jurisprudence at the University of Vienna. He was active in the movement to overthrow

During the uprising in Vienna he was first lieutenant in the battalion that was commanded by Robert Blum. He subsequently joined in the popular revolution in Saxony and Baden, after

the failure of which, to escape capital punishment, he fled to Switzerland, and from there came to the United States. In New York he found employment in the counting-room of the *Staats-Zeitung*. When, after the death of Jacob Uhl, its proprietor, the management of the paper devolved upon his widow, the services of Mr. Ottendorfer became gradually more important, and the acquaintance thus formed led to his marriage with Mrs. Uhl in 1859. As the German-born population of New York City increased, his journal, in which he endeavored to reflect the sentiments of the German-Americans, became one of the most widely circulated and influential in New York. He adhered to the principles of the Democratic party, but joined no political organization and maintained an independent position. He has been an advocate of reform in the civil service and active in promoting improvements in the public school system. In 1872-74 he was an alderman, and in 1874 a candidate for mayor of New York City. In 1895 the University of the City of New York conferred the degree of Doctor. Besides other charitable gifts, Mr. Ottendorfer gave \$300,000 to build and endow an educational institution in his native town in Austria, founded the Isabella Heimath in New York City at a cost of nearly \$1,000,000, a home foraged and indigent men and women, and established the Ottendorfer Free Library on Second Avenue, New York City, at an original cost of \$50,000, which has been augmented by annual gifts. Although an invalid, he personally directs and controls the editorial management of the *Staats-Zeitung*, being the life and soul of the whole business.

ALWAYS A RIGHT WAY.

There is a right way to advertise any business and it is comparatively easy to find this right way. There need be no unreasonable chances taken. The advertiser's problem is simply to get his story before the people most likely to be interested—simply a plain, straightforward statement of what he wishes to do for them. To be sure, it requires thought and judgment to do this in the right way, but no more than in any other department of a business.

HOW "TARIFF" ORIGINATED.

The word *tariff* is derived from *Tarifa*, a seaport of Spain about twenty miles from Gibraltar, where the Moors, during their supremacy in Spain, levied contributions according to a certain scale on vessels entering the Mediterranean Sea.—*Keystone*.

ANONYMOUS.

A circular without any title, purporting to be issued and sent out by the Businessmen's League, New York, whatever that association may be, gives the following advice about advertising:

If a business man invest \$150 a year for advertising, does he take the same trouble to learn what he is getting as when he invests the same amount in merchandise?

If he doesn't he should.

A plain statement of newspaper circulation, giving the average number of copies circulated for a period of 3 or 6 months last past, is good evidence of bona fide circulation. Advertisers should demand it. A newspaper that keeps a record of its circulation can always supply statements of this kind.

Demand these statements, and see that they're proven.

The newspaper that does not keep a record of the number of copies printed and circulated omits keeping this information for a purpose.

The equipment of a newspaper establishment affords advertisers a basis of circulation. Go, see for yourselves.

Learn the reason.

Chas. Austin Bates, in his book, "Good Advertising," says: "The best paper in a community always brings ample returns to its advertisers. The best paper covers the cream of trade in any section."

He is right.

Mr. Bates also says in the same book: "If you can only advertise in a small way, pick out the best paper in your territory and spend all of your advertising money in that. When your business grows, and you can spend more money, buy more space in the same paper."

Some cities have a single newspaper that reaches all the people living in its district.

Among such cities are Boston, Mass.; Brooklyn, N. Y.; Reading, Pa.; Washington, D. C.; Indianapolis, Ind.; Milwaukee, Wis.

Chas. Walpole, London, Eng., said: "On my recent tour of America I was surprised to note that the American business man, with his otherwise characteristic shrewdness, wasted a great deal of money in injudicious advertising. In a number of cities where one newspaper is almost generally read, I observed his advertisements in various papers in the same city. What's his idea of paying for this duplication of publicity? In the conduct of his business he would not buy anything else unnecessary to its success."

The only way to reach all the people in a city is to use all the newspapers. This may not be profitable, but it is the only way to accomplish the object. Of course, such a method implies duplication; but duplication is the essence of advertising. We advertise to-day in the same paper that we used yesterday. Smith sees our ad twice in two days. If, in using several papers, we make Smith see our announcement twice on the same day, the principle involved is the same.

To DISCONTINUE advertising is like removing to a new store and leaving no new address.



THE SUN

*alone
prints all
the
news !*

GENERAL TABLE OF ADVERTISING RATES OF THE DAILY NEWSPAPERS OF N. Y. CITY.

By permission of *The Fourth Estate*.

Copyright, 1897, by the FOURTH ESTATE CO.

Corrected to May 1, 1897. * Indicates recent changes in rates.

	UNDISPLAYED.				Special Notices.	Reading Notices.	COST OF DISPLAY.		DISCOUNTS on Long Orders.
	Inside Pages.	Front Page.	Last Page.	Editorial Page.			Letter Yarn, Cuts, etc.	Double Columns.	
MORNING PAPERS.									
Journal.....	30				40	1.50	No extra	Double, if less than 60 l. d. c.	Time or space
" (Sundays).....	35				50	1.50	No extra	Double, if less than 60 l. d. c.	Time or space
World.....	40	45				1.50 to 2.50	Extra Double	Double, if less than 60 l. d. c.	6 mos. and 1 year.
" (Sundays).....	35	35			40	1.00 to 2.00	"	Double	Time or space
Times.....	30	30			40	1.00 to 1.50	No extra	No extra	Time or space
" (Sundays).....	30	30			40	1.00 to 1.50	"	Double	Time or space
Tribune.....	45	45			50	1.00 to 2.00	Double	"	Time or space
" (Sundays).....	45	45			50	1.50 to 2.50	"	"	Time or space
Sun. of Commerce and Com'l Bulletin.....	40	40			50	1.00	Double	Double 25% extra	Time or space
Daily Financial News.....	30	40	20	20	35	40 to 75	No extra	"	Time or space
Morgen Journal.....	15	20	15	15	30	1.00 to 2.00	Extra	\$1.00 to 1.50 Extra	1 week and up
Staats-Zeitung.....	15	20	15	15	30	.50 to 1.00	"	"	2 days and up
New Yorker Zeitung.....	15	20	15	15	30				"
EVENING PAPERS.									
Evening Post.....	30	25	25	40	30	.75 to 1.50	Cut 50% extra	50% extra (if less than 50 l. d. c.)	1 year 25%
Commercial Advertiser.....	30	50	25	35	35	.50 to 1.25	No extra	"	1 month and up
Mail and Express.....	30	75	25	50	30	.75 to 1.50	"	Double, if less than 60 l. d. c.	1 month and up
Evening Journal.....	25				40	1.50	"	No extra	Time or space
Daily News.....	30	30	30			.50 to 1.00	"	"	Time or space
" (Sundays).....	25	25	25			.50 to 1.00	Extra	"	Time or space
Evening World.....	30	35	35		40	1.00 and 1.50	No extra	"	Time or space
Evening Tribune.....	30	35	35		40	1.00 and 1.50	"	"	Time or space
Evening Staats-Zeitung.....	30	50	25	50	35	.75 to 1.50	Extra	"	Time or space
New Yorker Herald.....	15				15	.50 to 1.00	"	"	Time or space
OUT-OF-TOWN PAPERS.									
Brooklyn Eagle.....	15	25	25	25	15	.50 to 1.50	Double	No extra	Time or space
" Times.....	15	15	15	15	15	.25 to .50	Cut 25% extra	"	Time or space
" Standard Union.....	15	15	15	15	15	.25 to .50	Cut 50% extra	"	Time or space
" New York Journal.....	15	20	10	10	15	.25 to .50	No extra	"	Time or space
Newark Advertiser.....	10	10	10	10	10	.25 to .50	Special	"	Time or space
States Island News-Letter.....	10	20	20	20	20	.20 to 1.00	"	"	Time or space

POSTERS IN PARIS.

In Paris all the posters command such a sale that the greatest care is taken by the printers and bill stickers to prevent the men from selling the posters instead of sticking them upon the walls. Each bill sticker is provided with a raised plan of the city, and on this is marked each place where the poster is to be put. Then, after the man has returned from his round, an inspector takes the same route and checks off each poster. If one is missing, the bill sticker is held accountable.—*Inland Printer.*

ABSURDITY RUN RIOT.

Jewish publications are read from beginning to end by all members of a family, who religiously read every item from the first head-line on the first page to the last sentence on the last page. Advertisements and all are read; nothing is overlooked.—*Jewish Comment, Baltimore, Md.*

THE ILLUSTRATIONS.

A certain advertising manager nearby New York gives it as his experience that illustrating his advertisements doubles the results. The gentleman in question stated positively that in the case of an item of hosiery that brought average returns when run simply as a printed item in the ad doubled or trebled results when a cut of a sightly-looking stocking was run to illustrate the same item.—*Dry Goods Economist.*

ENTITLED TO ONE.

"My mither sent me to see if you was gien her a calendar like the ane you gied to Mrs. Mackay," said a boy to the grocer in the village. "But, my little boy," replied the grocer, "your mother does not get her groceries here." "No," replied the boy, "but she borrows them from Mrs. Mackay, and Mrs. Mackay gets them for you."—*Household Words.*

All goes well in Brooklyn.

BROOKLYN, N. Y., June 1st, 1897.

Newsdealer HENNESSY, Montague and Hicks Sts.—

"The New York Times is one of the best selling papers I have on the stand. I am now selling over 100 where I only sold 85 a short time ago."

Newsdealer BAYLIS, 1073 Fulton Ave.—

"The New York Times and one other paper were the only papers that sold last Sunday; had returns of all the others, and no returns of The New York Times."

Newsdealer STOLPER, Fulton near Franklin Ave.—

"The New York Times sells a great deal better."

Newsdealer ECHARD, Bond St. and Atlantic Ave.—

"I not only sold my regular order last Sunday but out of 10 extra I put on I sold 7. The New York Times is one of the best selling papers I have on the stand."

Newsdealer McLEON, Nevins St. and Atlantic Ave.—

"The New York Times sells good; only have a few returns. Last Sunday put on 20 extra."

Newsdealer ORR, Myrtle Ave. and Washington St.—

"The New York Times sells very good at both our stands."

Newsdealer MELVIN, Fifth Ave. and Bergen St.—

"The New York Times sells extra good. I had on 5 extra last Sunday and sold them all. It was one of the best selling papers I had."

Newsdealer LEWIS, Flatbush near Seventh Ave.—

"The New York Times sells extra good."

Newsdealer CLAGHORN, Montague and Court Sts.—

"The New York Times sells finely."

Newsdealer BROOKS, Vanderbilt and Fulton Aves.—

"The New York Times has increased again, for I sold all I had last Sunday and could have sold a few more. I will not be caught that way again. I have sent my order in with an increase for next Sunday."

Newsdealer DERNELL, 151 Division Ave.—

"I always do whatever I can to push a good paper, and that is what I call The New York Times. The Times has increased with me lately and this is a Republican district."

1015 Bedford Ave.—

"The New York Times is selling good in this Republican district."

Newsdealer BUTLER, 1063 Bedford Ave.—

"When I started I did not have any calls for The New York Times; now The Times has increased to 12 and this is a Republican stronghold."

Newsdealer BLOCK, Brooklyn Bridge Station—

"The Times sells very good. It is one of the best selling papers I have."

Newsdealer WILLIAMS, 166 Fulton St.—

"The New York Times sells extra fine. Last Sunday I sold over my regular order."

Newsdealer BOND, Fulton and Orange Sts.—

"Sold all I had of The New York Times last Sunday. I usually have a few returns. It is one of the best selling papers on the stand."

The New York Times.

"All the News that's Fit to Print."

THE MEASUREMENT OF ADVERTISEMENTS.

To the Editor of Newspaperdom:

In charging up some advertising recently, which was sometimes set matter and sometimes electrotype plates, we measured both kinds from rule to rule. When the remittance was made by the advertiser, who was an advertising agent, we found he had deducted quite a little from our bill, and in explanation there was printed on the statement with a rubber stamp, "We measure all advertisements type to rule unless they are plates, then we credit just what the plates occupy."

This seems to us a new ruling, and we would like to inquire if it prevails in other offices. We know that usually, if an advertiser contracts for a specified number of inches and furnishes electrotype plates, he makes the plates occupy every particle of the space contracted for. This, we are under the impression, the majority of publishers would let pass without making any complaint, but in a case like that which we mention, where the advertiser contracts for a specified number of inches in the year, using a variable amount each week and the great majority of it to be set by the publisher, we think the space should be measured from rule to rule. We know that in setting a local advertisement of, say, five inches, we would give that advertisement only five inches from rule to rule.

Another question which has presented itself to us for solution and which hinges on the answer to the foregoing, is this: The Sterling Remedy Company contracted with us recently for $6\frac{1}{4}$ inches of advertising each Sunday for one year. There was to be a 2-inch double-column electrotype and $2\frac{1}{2}$ inches in reading notices, which they agreed to furnish in electrotype plates. When we received the plates we found the 2-inch double-column electrotype measured on the printing surface two full inches. This we would never find fault with. The reading notice advertisement was made up of five items, and a separate electrotype plate was furnished for each. When these five plates were placed together, with nothing between them, they occupied full $2\frac{1}{2}$ inches, and scripture measure, too. In giving them the first insertion, we placed them together with no leads or dashes between. We received a letter from the advertiser soon after, requesting us to scatter them over the paper, as he thought that would cause better results. We agree with him in the latter point, but believe if he wished us to print them that way, he should have allowed a little for spacing. We have not answered his letter yet, and shall not do so until we have received your opinion on how advertising should be measured in such cases. We do not want to take a stand on the matter until we are sure we are right and can stick to it.

PUBLISHERS.

[By all means charge from rule to rule for both display and reading advertisements. Suppose your columns are 20 inches long; as advertisements are measured in plates sent you, you would get three six-inch advertisements in a column, and then find, after leaving a little daylight at top and bottom of each and rules between, you would have only one inch left. Who pays for that inch? Why should you devote twenty inches space for nineteen inches pay?

You cannot make an advertising agent in the country do business on this plan; yet it

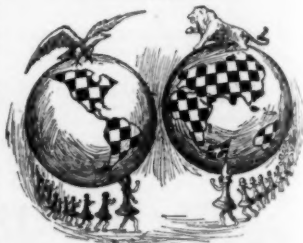
is unquestionably the only just one. If he sends you electros only length of space bought, you might run a thin single rule between each, with no white space, but the advertiser would suffer, and the appearance of your paper, too. It is a good argument that the necessary white space at top and bottom of an advertisement helps its appearance and conspicuousness, and should, of course, be paid for by the man who gets such benefit.

The *Youth's Companion* is a shining example of a publication that insists upon the right thing with reference to this matter. We understand that every advertisement in it is measured from center of rule to center of rule.—Editor *Newspaperdom*.]

The advice given by *Newspaperdom* is sound in principle, but bad in practice. The publisher that follows it will waste more time, stationery, temper and postage than the extra space will be worth, and eventually will yield the point, if he is wise. That the advertiser ought to pay for all the space he uses is right, but that he should only pay for the space his electrotype occupies has come to be the custom, and publishers find it more profitable to acquiesce than to argue the point. The custom is so well established now that no self-respecting advertiser will submit to any infraction of it. A two-line want advertisement always occupies space of three lines, but the *New York Sun* or *Chicago News* will only charge for two lines. The *Youth's Companion* will charge for three lines, it is true, but where is there another paper that will? Wherever such an one is found it is in need of a new advertising manager.

THEY LOOKED GOOD.

"How beautiful the country is!" said one traveler to another as they sped along a popular railroad route. "The scenery is so lovely at this time of year." "Yes," returned the other, "I never saw the advertisements look better."—*Exchange*.



THE *American Chess Magazine* thus advertises itself, and incidentally the report of the International Cable Chess Match between the members of the House of Representatives and the House of Commons on June 1, which appears in its first issue.

THE
San Francisco CALL
 "SPEAKS FOR ALL"

ITS PATRONS

are found in the commercial houses and family firesides.

ITS CHARACTER

is pure, moral, fearless and progressive.

ITS CIRCULATION

has increased 50 per cent per annum under the present management.

**ITS ADVERTISING
 PATRONAGE**

bona fide, is greater than that of any other paper in California.

ITS FIELD

is the whole Pacific Coast—and it covers it thoroughly.

ITS REFERENCES

The excellent indorsement of every advertiser who has used it.

ITS RATES

and further information will be furnished gladly by

CHARLES M. SHORTRIDGE,

Or,...

Editor and Proprietor,

D. M. FOLTZ,

SAN FRANCISCO, CAL.

Eastern Manager,

34 PARK ROW, NEW YORK.

It reaches the classes you want to reach.

The Great End and Aim

of all intelligent general advertising is to cover *all* the ground in a certain district *thoroughly*.

To do this in the richest of the Great Middle Western States, you cannot afford to leave out the lists of the Chicago Newspaper Union, composed of 1,500 papers issued from the largest towns and villages in that territory.

Their average circulation is fifty per cent larger now than ten years ago.

The character and workmanship are one hundred per cent better, while our advertising rates are lower than then.

All successful and live advertisers are patrons of our lists.

Further details in catalogue

**Chicago
Newspaper
Union**

93 S. Jefferson St.,
CHICAGO.

10 Spruce Street,
NEW YORK.

SOZODONT ADVERTISING.

MR. PERINE, OF HALL & RUCKEL,
TALKS INTERESTINGLY ABOUT IT.

When a representative of PRINTERS' INK recently called upon Mr. Fred-

annoyed, because, as he put it, PRINTERS' INK had, in an article published some months ago, chosen to misunderstand him on the matter of the restrictions placed upon advertising solicitors by the Sozodont people. PRINT-



FREDERICK L. PERINE.

erick L. Perine, the advertising manager for Messrs. Hall & Ruckel, of Sozodont fame, at the offices of that gentleman, 215 Washington street, he found that Mr. Perine was feeling a little

ERS' INK had seemed to think or implied, he said, that these restrictions were too arbitrary, whereas he maintained that even with them he was not free to give such attention to other

pressing affairs as these demanded. However, in the same frank spirit which animates the publication, the gentleman waived his feelings in the matter, and accorded PRINTERS' INK's commissioner every courtesy which he could have deserved.

In answer to the query whether there were any new plans in the exploitation of Sozodont, Mr. Perine said:

"Our plan, which embraces the current year, was formulated last fall. The principal thing new in our field is our developing our market in the Spanish-American countries. True, we have been operating there for years, but we never advertised to any extent."

"What methods do you use?"

"We use space in the newspapers, correspond with druggists and send out samples."

"Which is your distributing point?"

"We've established a main agency in Monterey, Mexico, for several reasons. Strange as it may seem, for distributing purposes we prefer it to any place in Mexico. We carry a good stock there, and we are doing well."

"I had thought, on an article of luxury like yours, that would scarcely pay?"

"Contrary to preconceived notions, it does. Although the proportion of the well-to-do may be small, the people generally are liberal spenders."

"Do you do anything in South or Central America?"

"We have had a representative traveling through South America the past four months."

"What are you doing in England?"

"Our agent in London is merely re-vamping our regular ads. This, however, involves a special campaign. While we propose to prepare our announcements here and send plates over, we shall have to amend them to suit England."

"You are said to have a good market there. How was it obtained?"

"I can only give you the stereotyped formula—through hard work and the merits of the product. I may add here that the Australian and South African markets are receiving some attention, too."

"Coming back to America, do you still use all the general mediums?"

"Yes; we employ all the leading publications, monthlies, weeklies and dailies, and all the up-to-date methods in sign-boards. For instance, in the latter we have a complete showing be-

tween here and Philadelphia, and have erected a considerable number in many other directions, all built and controlled by ourselves."

"Can you trace returns to them?"

"We can only say in a general way that we think they are efficient aids in the sale of our products, but we cannot estimate. We can not determine."

"How else do you reach the public?"

"We do a large amount of sampling by mail and through druggists, and on personal orders. But we have abandoned hand distribution by our own agents."

"Do you employ the cars?"

"Neither surface nor elevated. To make a comprehensive statement, we employ all the mediums which come under the head of what has been called the 'Sozodont' class."

"Some of your work is very dainty."

"Yes? We think we lay particular stress upon the artistic features, sparing no reasonable expense to achieve the best results."

"Through whom do you place?"

"In this country, direct."

"Have you faith in all your methods?"

"Perfect faith. Some of them are, however, but supplementary."

"Do you key your ads?"

"Our method of keying is merely tentative. Keying would involve with our goods too much work and too little satisfaction. As it is, it is a mere straw. We get many requests for samples, and we are always glad to send them out in return. We can usually tell, however, by the ear marks whether these requests are genuine. You will readily see that a national advertiser like ourselves who has an article for general consumption would have rather a hard time to closely trace results unless he has a mail order business."

"Do you advertise in the trade journals?"

"We don't go into drug journals. Our relations with the trade are so well established that this would be perfunctory. But we use the medical journals for Sozoderma Soap. By the way, don't forget we own and advertise the following other proprietary articles, all well and favorably known: Spalding's Glue, Madame Porter's Cough Balsam and Dr. Porter's Stomach Bitters."

"You use the leading religious papers?"

'Yes, and also most of the humorous weeklies."

"Do you accept the statements of publishers on circulation?"

"We require a statement of circulation on all new business over the signature of the publisher, countersigned by his representative if he has a local one."

"Are you not doing more display than ever?"

"Not particularly. We believe in prominent displays sandwiched in between our regular runs. We largely

sound advertising practices, and as uncompromisingly opposed to everything not sound. Yet I find myself sometimes wondering whether Ananias was not an advertising man. But, after all, I have a high regard for the men who stand for the business at its best. And I have high hopes that our profession will be unfailingly raised from year to year, not only in the estimation of business men, but also in that of the public generally."

Mr. Perine recently sent to his friends specimens of the original photographs presented to the ladies in attendance at two special matinees, May 19 and 26, of "The Girl from Paris," at the Herald Square Theater, New York. He says he believes it to be the first time, in the metropolis at least, when original photographs so large and costly have been given away in quantities at a well-known theater, and also the first time when the owners of a leading theater and the management of a successful play have appropriated an advertising design for their souvenir gifts. The appropriateness of this action is apparent, however, when it is understood that Miss Lipman is none other than the "Sozodont Girl" of the public prints, who exhibits her pretty teeth through the medium of a mirror. After the second performance, Messrs. Hall & Ruckel presented to each lady a souvenir book of samples



believe, too, in timely advertisements, touching on topics of public interest. Whenever we can properly introduce Sozodont, or any of our articles, we are glad to do so, but we are particular that the appositeness of our ads shall not hang by a mere thread."

"Thanks for an interesting pow-wow, Mr. Perine."

"Here is a new display ad of ours if you wish to take it along. Pleasing—is it not? I would like to add just one word. Personally I am intensely interested in everything promotive of

of Sozodont, Sozoderma Soap and other Sozo specialties. They were put up in a pretty box, and reclined in soft red and white cotton, awaiting the touch of the hand that would put them to use.

J. S. WILLIAMS.

TO CREATE A DEMAND.

The distinct and sole object of advertising is to create a demand for the goods advertised. No amount of silly sophistry on the part of alleged experts will ever alter this fact. If advertising did not create a demand for goods it would be useless for all business purposes, and a poor ad would be just as good as the best one.—*National Advertiser*.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

"Puritan Pins Pay" is about all it says, in large type, on a postal sent out by the American Pin Company. It adds, in small type, that a postal sent to them will ascertain why. The postal probably advertises a booklet. It ought to leave a tangible impression, it is so much to the point.

* *

Quite a lot of very good grocery advertising comes from the Pacific Coast. There appears to be a different set of conditions for the large grocery houses in California to meet, judging from this matter. It seems that retail houses have a large number of customers who buy at long intervals and in large quantities. These are the ranchers and stockmen at a distance in the country, who make two or three trips to the city in a year, or who buy by mail. To these customers special rates are given, which, though not equal to wholesale prices, are considerably less than regular retail prices. For the benefit of these people, some of the big grocery houses have regular monthly price lists, which are sent to them and to other customers in the city. These price currents give the prices to small buyers and large buyers both, in parallel columns. I do not remember ever seeing anything just like this anywhere else.

One of the largest houses in San Francisco is that of Goldberg, Bowen & Co. They have four stores. Each month they send out from these stores 10,000 of these price lists, which they call "The Art Domestic," but which does not make any great pretense of being anything but a very good grocery catalogue. These monthlies number thirty-four large four-column pages each, and are closely set in nonpareil, with plenty of illustrations. I think this is a very good advertisement indeed. Where a firm has taken pains to build up a reputation for promptness and reliability, it must be a great convenience to the customers in the ranching districts, and other out-of-town places, to do their buying from such a carefully edited catalogue. I will reproduce a half-page ad from the May

issue, which shows something of the scope of this kind of advertising:

COUNTRY ORDERS.

These receive our most careful attention at all times, but now the warm weather is upon us, our facilities for the prompt shipment of fresh groceries, our careful packing of wines and liquors, will explain why we increase year by year this class of trade. Please note (by a comparison of quality with any price list in your vicinity) our extremely moderate prices. We maintain uniform high-grade goods, and ship your order the same day as received and pay freight within 100 miles.

CAMPING ESTIMATES.

We shall be pleased to make up estimates for any number of our patrons who may purpose taking a cottage by the sea or camping. If you will state how many in the party and number of days or weeks for your outing, we will quote on anything—from the bath soap in the morning to the after-dinner cigar. Wherever you may be rusticated we can serve you with the same attention as if you were at home in the city. We serve you the year round—it's our business.

Another San Francisco grocery house which follows the same plan, and evidently with success, is that of Irvine Brothers. Irvine Brothers have four stores. They write:

SAN FRANCISCO, Cal.

Editor of PRINTERS' INK:

Herewith our April catalogue. If you consider it worthy of notice, we should be pleased to hear your opinion of it and how it could be improved.

It is intended to be a *salesman* and not a competitor of monthly magazines. It would be an easy matter to render it more artistic by additional expense, but it is "doing the business" as it is. Very respectfully,

IRVINE BROS.,

per H. H. Baker, Advertising Manager.

Their catalogue has sixteen pages, is profusely illustrated, and contains many good ideas. From it I take the following good things about advertising in general:

Advertising has a great tendency to regulate prices. Some of the cheapest and nicest things we ever bought were brought to our attention by advertisements, and it will doubtless be the same in the future. Well-pleased customers alone will not keep big establishments booming. It has been tried. Wide-awake advertisers sell more goods daily than "slow-going" stores do monthly, and quick sales is the only thing which makes small profits possible. This we all know.

The most successful firms and most popular brands, the world over, are the most heavily

advertised. This is an unanswerable argument and the proof of the pudding.

An old commercial traveler recently said: "When I visit a merchant and find price lists lying around unopened and unread, I always know I can ask high prices with safety." The same remark applies to buyers for ranches, hotels, mines, mills, families, etc. It's a great satisfaction to careful buyers to check up the catalogue of a prominent grocer. Our quotations are very low. If you can beat them you are a shrewd buyer.

Questions never tire us. We have plenty of time to wait upon you. Take all you want of it. Our highest aim is to have you satisfied. If anything is wrong, we will make it right at once. Small and large orders receive equal attention.

Shipping and packing department are in charge of experienced people. Mistakes are rare. Most orders shipped same day as received.

* *

A practicable catalogue is one of the problems which confronts a small house desiring to do a mail order business. By a small house I mean a store located in a city of twenty-five to fifty thousand. Such a concern cannot catalogue everything it handles after the manner of the big metropolitan department stores, some of which issue separate catalogues for every large department. This would amount to greater expense than profits would warrant. A selection must be made of the articles which may be handled by mail at a profit, and the catalogue made as compact as possible. The very best catalogue of such a house that I have ever seen is the one which comes from William F. Gable & Co., Daylight Department Store, of Altoona, Pa. It is entitled "Making New Friends and Renewing Old Acquaintances." It comes in an envelope, bearing a clever half-tone of a happy cat in a leather mail bag, and the printing on the envelope says, "An illustrated message for the mistress of the house." Typographically the catalogue is a work of art. The illustrations include half-tone views of each department and many pictures of the articles sold—not too many, however. The introduction is so good that I am going to reprint portions of it:

A PLEASANT SHOPPING RAMBLE.

We are going to invite the ladies of Central Pennsylvania, and all their gentlemen friends who will go with us, to take a ramble around the store we are trying to conduct for them. We want to show them and tell them just what is here, and what we are doing to make both store and service pleasant and helpful for those who will make it their Shopping Home. To our friends familiar with the store the photographic views of the store here shown will be pleasantly recognized. To our thousands of distant friends who seldom visit the store or who do all their buy-

ing through our Mail Order Department these views will have a far greater interest, and will, we hope, make them feel that they know us better, and that, although a hundred miles away, they may feel that they are standing before our laden counters and receiving personal service from our polite and attentive salespeople.

OUR DELIVERY SERVICE.

Our Delivery Service is unusually prompt and efficient. Three regular deliveries each day—to a. m., 2 and 4 p. m.—were not prompt enough for all occasions, and we added our "Quick Delivery" Cart, shown in the illustration, which enables us to deliver "at once" any parcel which is needed in a special hurry. It is for your use, and whenever you have cause for special hurry, ask to have your parcel sent by "quick delivery."

To Hollidaysburg our wagons go twice every week, on Tuesday and Friday.

SIDE TALK TO OUR MAIL ORDER CUSTOMERS.

To the farthest point where Uncle Sam has planted a post-office we are in touch with our patrons, and can serve them with the best Dry Goods obtainable, the same as if they lived on the same block with our store. Our Mail Order Service has removed the shopping inconveniences which once worried our out-of-town friends, and now offers to them in their own homes the same shopping advantages as are enjoyed by ladies who visit our store in person.

We prepay postage anywhere in the United States on a package of two pounds or less! If you do not have an express office in your town and wish a package weighing over two pounds sent by mail, we pay 32 cents of the postage and charge the balance to you. The small difference often saves you sending several miles to the nearest express office, where we otherwise would send a heavy package. We prepay express and freight anywhere within 100 miles of Altoona! When a package goes more than 100 miles we allow 35 cents credit on the bill as our portion of the delivery charges, and allow the express company to collect the charge from you when delivered. No other store anywhere does so much for their mail order patrons.

The printing throughout is in green and red. At the top of each page is a snappy little phrase, something like these:

Judge a store by the customers it keeps.

Nothing is ever good enough if better exists—not here.

The magic touch of taste turns a house into a home.

He that serves quickly serves twice as well.

We show you all of the good, better, best; We carefully guard you from buying the rest.

The tone of the whole catalogue is inviting, that is the word which just describes it. It ought to bring a great deal of mail order business, and I have no doubt that it does. Altoona is well situated—117 miles from Pittsburg and 230 from Philadelphia—with a good territory to draw from. W. R. Hotchkiss is the advertising manager.

* *

About the most artistic advertising printing we see these days appears to

come from the bicycle companies. A new folder is from the Fenton Metallic Company, of Jamestown, which makes the Fenton wheels. It is a very attractive piece of work, the cover being in blue and silver, with special designs. The frontispiece is a half-tone, and there are very good ornaments scattered through it. The designing is by W. L. Hudson. The introduction very sensibly says:

TO THE POINT.

As those who read this catalogue will do so in order to get a better knowledge of the bicycles we build, and not to enjoy any display of rhetoric, we propose to waive all semblance of ornate introductory and confine ourselves to a description of Fenton bicycles.

This course, we believe, will be appreciated by the public and by our agents.

We will explain and illustrate as thoroughly as possible the construction and character of Fenton bicycles through the different stages of manufacture.

A correspondent sends us the following remarkably childish advertisement:

SHELF HARDWARE,

TINWARE, HARDWOOD LUMBER, NAILS, AMMUNITION AND SPORTING GOODS.

"I solicit your orders for Barbed Wire."

T. M. ROBERTS NOT IN IT IN PRICES AND QUALITY.

Kerosene and Gasoline always on hand.

REPAIRING PROMPTLY DONE.

J. W. SNART.

T. M. Roberts is running a large department house in Minneapolis, which does a mail order business in the South Dakota town where J. W. Snart keeps store, which makes Mr. Snart so angry that he pays out his good money to advertise Mr. Roberts to his customers. The effect of this ad would be to induce all who read it, and who had never heard of Mr. Roberts and his prices on barbed wire, to go immediately and investigate, and perhaps purchase Mr. Roberts' goods.

READY-MADE ADS.

I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—*Ed. P. I.*

For a Shoe Store.

The Air Ship

is entirely unlike our prices from the fact that it is nearly always "way up." How do these strike you for something way down?

For a Jeweler.

Wedding Presents.

Instead of being a task, the selection of a wedding present will be a most delightful pleasure—if you consult our superb stock. We will save you money, too! An immense variety of articles, in solid sterling silver, silver plate, clocks, ornaments, etc. Superior in quality, yet lower in price.

For a Printer—(James Gribbens, Chicago).

The First of May

means a general shaking up of everything. Whether you are going to move or not, look around and see if you don't need some printing. Perhaps you have a few cards left—that needn't prevent you from ordering some more.

If you need anything in the way of printing, go to

Just a Few Words

about your printing. Are you getting satisfactory work? Is your present printer giving you the quality of stock you desire? Is he giving you full count? Is the composition and press-work satisfactory? Is he as prompt with the work as he is in coming around with the bill? If not, suppose you try to better matters by sending your next job to

Good Printing

does not always mean expensive printing, but cheap printing generally means poor printing.

There is such a thing as getting moderately good printing at moderately reasonable prices. The place to get that kind of work at that kind of a price is at

On Short Notice

I can turn out most any kind of work and in the very best style. My material is in good condition and I guarantee satisfactory workmanship. Come and look at some of the work turned out in my office. Every job printed in my office secures the very best attention and has never failed to prove satisfactory.

For a Bank.

AMBITION.

Your kilted son aspires to trousers.

Your trousered son aspires to manhood.

Your manly son aspires to wealth.

Lay the foundation for it in the kilted youngster.

Open a bank account for him, and urge him to add to it.

There's more than wealth to be gained by it.

For a Trunk Dealer.

Beneath the Berth.

Steamer trunks are made just so—to fit beneath the berth in your stateroom. Must have one if you are going abroad. Ours are very strong, iron bottom leather bound, brass lock and bolts and only cost \$—.

AGENTS' NAMES.

Office of STANLEY DAY,
General Newspaper Advertising,
New Market, Middlesex County, N. J.
NEW MARKET, N. J., June 7, 1897.

Editor of PRINTERS' INK:

In your issue of the 2d, your correspondent, Mr. Joseph Battles, seeks information in order to "obtain a list of good and reliable agents' names."

The most satisfactory, least expensive and by far the most reliable mode to attain his object is by advertising in the help wanted columns of the daily press.

If he does this, and states exactly what he wants agents for, and the remuneration he is prepared to pay for their services, he will accomplish the object in view.

PRINTERS' INK is correct in stating it "does not know of any reliable list of agents' names," and its appraisal of the lists offered in the market is strictly correct—being names of parties who are cranks on the subject of getting something for nothing, and would no more act as an agent than a tramp would go at your wood-pile in order to obtain a meal. These so-called lists of agents' names are bought very extensively by publishers who habitually flood the country with sample copies, and as *this class of agents* answer everything offered free, it accounts in a great measure for the duplication of samples, by which means it is no unusual thing for one person to receive three, four or even six copies of the same issue of one publication. This results from the indiscriminate use of these lists without any effort to index them, but accomplishes one object, viz., to build circulation without regard to character or quality.

Men in business having in their employ a staff of good and reliable agents are not apt to "sell their names" to enable competitors to enter their field of labor.

Yours obediently, STANLEY DAY.

Office of "THE SUN."
"The Agents' Only Newspaper."
Randolph Building.
PHILADELPHIA, Pa., June 3, 1897.

Editor of PRINTERS' INK:

See page 35, PRINTERS' INK, dated June 2, in re Agents' List. We beg to call your attention to the attached advertisement of a decision we publish showing that agents can not be taxed. We believe that a very large proportion of all the desirable canvassing agents have sent to us for this decision we sell. We have compiled a list of these addresses, with a view to renting or selling them, but have not yet found a buyer, as most of the concerns buying "original letters," "lists," and the like, do not want agents, in fact, but do want to sell "outfits" to people who imagine they are agents. The men and women who have bought these tax decisions of us usually mentioned the class of goods they handled and the territory they covered. We have every reason to believe that they are agents in every sense of the word. If your patrons want agents to sell goods this list is worth all we ask for it and more; if they want to sell outfits—nit. We want \$10 for each thousand names in the list. We have over 20,000 addresses in all. We also have about 250,000 addresses and 35,000 original letters from agents of the "outfit-buyer" variety, which would be valuable to anybody wanting to send out sample copies of advertising sheets or catalogues of ten-cent novelties, etc. We do not pretend to know anything about these latter lots, but

we do know that the list of bona fide working agents has never been used by anybody.
"THE SUN."

H. H. HULL, 113 WEST 31ST ST.
Established 1880.
Hull's Select List, corrected up to 1897, of
114,000 Male Agents outside of 48
Large Cities in State order.
24,000 Mail Agents and Salesmen in 48
Largest Cities in the U. S.,
each city separate.
26,000 Female Agents, in State order.
2,000 Canadian Agents.
14,000 Book Agents.
Three Million Original Letters for
Rental.
Ten Million Names covering every
Trade and Profession.
1,400,000 Farmers' Names.
NEW YORK, June 4, 1897.

Editor of PRINTERS' INK:

I was quite surprised, as well as being amused, at the printed letter of Mr. Joseph Battles, proprietor of the "Rushforth Pin Company," as well as your reply to same, as appears on page 35 of June 2, 1897, PRINTERS' INK. I accept your request and simply will state I am pretty well known by most every large newspaper publisher, as well as all large concerns in the United States who desire to promote their business through salesmen or agents or canvassers. As the pioneer in the agents' names or letter business, I first started in business in 1880, but not on so large a scale until 1890. I usually carry in stock upwards of five millions of original letters received in reply to agents' and salesmen's ads.
H. H. HULL.

Office of MORGAN, RICE & Co.,
Manufacturing and Wholesale Jewelers,
Importers, Exporters and Jobbers.
SPRINGFIELD, MASS., June 7, 1897.

Editor of PRINTERS' INK:

Referring to "agents' names," in June 2d issue, page 35, would advise Mr. Battles to rent the original letters which answer advertisements calling for agents.

He can buy or rent this class of letters from several concerns who make a specialty of this business. There are two reputable concerns I can respectfully refer Mr. Battles to, as we sell our own letters to these parties, and they will send him samples of the letters and copies of the ads that "pulled them." This is the only reliable and authentic way to obtain a list of genuine agents' addresses, as all lists of names are generally "fakes," and made up from what is called an "agents' directory" in the mail order monthlies.

Yours, etc., W. H. EVERETT,
Manager Advertising Department.

Office of
S. M. BOWLES, Justice of the Peace.
Dealer in Bona Fide Agents' Addresses.
WOODFORD CITY, Vt., June 5, 1897.

Editor of PRINTERS' INK:

In the June 2d issue of PRINTERS' INK you ask for information concerning a reliable list of agents' names. Permit me to inform you that I make a specialty of advertising for agents' names in several of the best papers and magazines in different States. No "directory" names in these. However, it may interest you to know that I was the originator of the "Agents' Directory" business way back in 1878. Yours truly,

S. M. BOWLES.

THE best illustrated paper—a bank note.

IN PHILADELPHIA.

PHILADELPHIA, June 3, 1897.

Editor of PRINTERS' INK:

Programme, cushion and refreshment boys at the Ball Park are uniformed by Marshall E. Smith & Bro., who announce on the back of each coat their business of "athletic outfitters." Those dispensing appetite appeasers have white duck coats, and the others a brilliant red, with lettering in black. All wear a blue cap with gilt words, "High Admiral," which, of course, means cigarettes. An army of about fifty present a neat and attractive appearance, and supplementing, as it does, extensive newspaper publicity, the firms undoubtedly find this mode of advertising profitable in "keeping their name before the people." "If your doctor tells you not to come to Grant's with your prescription, ask him the reason why," was a sign plastered on the walls of a hotel where doctors of the district were wont to congregate, and the druggist relates that reports of this nature do not come to him any more. "Alderney milk direct from our own plants" is the way a dairy advertises, and savors more of milkweed than the genuine product of the cow.

F. A. PARTENHEIMER.

HE IS JUSTLY INDIGNANT.

PATERSON, N. J., June 2, 1897.

Geo. P. Rowell & Co.:

The *News* will not hereafter furnish any report of circulation to your Directory or patronize it in any way. Our reason is that you have given the *Paterston Press* a rating of less than one thousand and the *Guardian* 6,050, when you were informed that the *Press* had a circulation larger than the *Guardian's*. Perhaps the "advertisement" of the *Guardian* was the reason for the admission of this misleading rating. You investigated the *Guardian* circulation, and you *know* it was not more than 2,300. What use is a rating to the *News* when its competitors with one-third its circulation are given as good a rating? If the other cities are as truthfully reported as Paterson, the Directory is not worth much to advertisers as a guide.

THE NEWS PRINTING CO.,
PATERSON, N. J.

IN BALTIMORE.

BALTIMORE, Md., June 3, 1897.

Editor of PRINTERS' INK:

A midget of a man dressed as an officer of the city police, perched on an elevated seat, continually revolving, changing a show card announcing special prices on specific goods as he faces the crowd, is the display in a clothing store window. In another window a young man continually changes his vest and coat, then shows sign to crowd in front: "This Suit for \$9." "A smoke while you wait to have your shoes soled" is the sign of a shoe repairer. A clown on bareback horse, driving a horse, advertises a clothing house. "29c. for the left foot, \$2.21 for right foot," is another shoe sign. A shirtmaker uses: "We give you a fit with every shirt." "Give the boys a chance to get a shirt and a collar and a cuff for 75c." is the sign on a window full of colored shirts. J. H. D.

EVERY RULE HAS ITS EXCEPTIONS.

The constant dropping of water wears a hole in the rock. This is a favorite theory applied to advertising, but it isn't always true. One good, forcible blow is often worth a thousand little taps.—*National Advertiser*.

IN EAU CLAIRE.

EAU CLAIRE, Wis., June 4, 1897.

Editor of PRINTERS' INK:

A sign on a prominent street reads: "Bicycle Hospital." During the recent G.A.R. State encampment two firms gave away souvenir buttons of the occasion, with the firm's name and address printed thereon. A cigar firm is giving a bicycle to the most popular lady, to introduce their goods; a vote with every cigar. A theater company here recently presented each lady in the house free a six months' subscription to a monthly journal published in Iowa. A hat store is printing coupons in the daily papers good for 20c. on a purchase of \$1. A cigar firm gives a bicycle to the holder of the lucky number—a number with each 10c. purchase. C. D.

AN EFFECT OF ADVERTISING.

NEW YORK, June 7, 1897.

*Editor of PRINTERS' INK:*I inclose an item from the *Galveston News*,

A *Galveston* firm is in receipt of this letter from a man in a coast country town: "I have read so much about mardigras that I would like for you to tell me where I can get the seed, and if you think it is a good grass to feed cattle. Let me know as soon as you can and oblige."

which may illustrate to you the effect of advertising. T. C. CORDOCK.

ALONGSIDE READING MATTER.

GAINESVILLE, Ga., June 2, 1897.

Editor of PRINTERS' INK:

Will you please answer the following question: What constitutes "alongside reading matter"? Is there any fixed rule?

EAGLE PUB. CO.

"Alongside reading matter" means having reading matter in the next column, on either or both sides.—[ED. P. I.]

ADVERTISED IN PANTOMIME.

In the Drury Lane pantomime the chief features of the harlequinade are the living advertisement pictures. There are a number of them, and very well done they are. Harlequin gives the well-known tap on the cloth, and—lo! down it flops, and you see a lovely lady a-combing her golden hair, which hangs low down her back. It is grown with somebody's hair wash. Needless to say, the clown is unable to resist her charms, they embrace, and waltz off together. Then there is a well-known beef tea—in the picture you see Tommy Atkins (the knowing fellow) taking a cup with Mary Jane in the kitchen. They are alone, too. Then there is a certain whisky (S * * * h) very familiar to us, on the walls of London town, of course. Nor should the ox-eyed lady with a cup of tea in her hand be forgotten. Her eyes move, her hands move, and up to her mouth slowly goes the cup, and she imbibes. It is all very ingenious. Where next will the advertiser penetrate? What other world is there left for him to conquer?—*N. Y. News*.

THE WAY IT IS SAID.

"The care of these grounds is entrusted to the public." A notice to that effect is to be seen in a public place in one of our cities. It contrasts pleasantly with the proverbial curt, "Keep off the grass," that is more often found, which raises a spirit of rebellion in the reader's breast. It is not a surprise to learn that the appearance of the grounds tells of the greater effectiveness of the delicate hint.—*Golden Rule*.

NOTES.

THE *Republican*, of Seymour, Ind., distributes a pretty perpetual calendar paper-weight of glass among its patrons and prospective patrons.

THE *Evening Telegram*, of West Superior, Wis., is the latest newspaper to establish an adwriting department for the free service of its advertisers.

THE Royal Tailors of Chicago distribute a pocket-book of paper closely resembling a dilapidated leather pocket-book. When you open it you find inside an advertisement.

ONE of PRINTERS' INK's correspondents, in answer to Mr. C. C. Hopkins' query, "Can an Advertising Man Be a Christian?" instances the advertising manager of Wanamaker's in Philadelphia, whose name is A. Christian.

JOHN BRISBEN WALKER remarked in PRINTERS' INK that the *Ladies Home Journal* was the best edited publication in the world. He might have added with equal propriety that it was also the best managed from a business point of view.—*Art in Advertising*.

THE Postum Cereal Co. (Limited), of Battle Creek, Mich., announces that it will spend nearly a quarter of a million dollars in newspapers—religious, literary, woman's publications and the leading magazines. Frederick E. S. Tucker, the advertising manager, is making up the list. The new matter will start in October.

SOME attractive advertising is being done by J. S. Hill & Co., of Cincinnati, on their leading cigar, the Utopia. This is a man on stilts, whose head is at least fourteen feet from the ground, and, unlike many preceding stilt-men, his clothes are so cut as to render the figure as symmetrical as possible, legs and body being evenly balanced and the pants creased. He carries a large walking-stick, and a sun-shade, on which appears the advertisement, and on the back of his coat is: "Smoke Hill's Utopia 5c. Cigar."—*Tobacco*.

Womankind has just closed a contest, in which several thousand subscribers participated, to determine which ten American women hold the highest place in the esteem of the American people. The contest as decided by popular vote gives first place to these ten women, in the order mentioned: Harriet Beecher-Stowe, Frances E. Willard, Martha Washington, Clara Barton, Susan B. Anthony, Pocahontas, Mollie Pitcher, Elizabeth Cady Stanton, Louisa May Alcott and Julia Ward Howe. An interesting feature of the contest was the fact that Lydia Pinkham had a large following, her name appearing upon nearly eight per cent of the lists submitted.

WHAT TALMAGE SAYS.

Rev. T. De Witt Talmage sagely observes that "a newspaper whose columns overflow with advertisements of business men has more influence in attracting attention to and building up a city or town than any other agency that can be employed. People go where there is business. Capital and labor will locate where there is an enterprising community. No power on earth is so strong to build up a town as a newspaper well patronized, and its power should be appreciated."—*Newspaperdom, New York*.

A GOOD ENDING.

Mr. Ipstein—Does dot novel end up sad, or odervise?

Mrs. Ipstein—It ends fine! Eferybody gets rich in der last chapter.—*Puck*.

THE PHILOSOPHY OF BARGAINS.

The man who doesn't know anything about modern storekeeping sees the merchant advertising day after day, offering special cut-price bargains. He doesn't investigate, he doesn't think, but he says immediately that such a state of things cannot exist, and that the merchant must be a liar and a thief. Nothing is further from the fact. The principle of offering bargains is just as simple as A B C, but the bargains must be genuine if the result is to be satisfactory. Every man in business understands that it is worth something to get a new customer—that it is worth something to get a customer into his store. He is willing to have this done. The merchant has found that the best way of paying for new customers is to give them a real and startling bargain that they will remember. He knows, for instance, that if he advertises 50-cent silks at 10 cents a yard for a certain day, he will crowd his silk department with buyers. He knows from experience that the chances are ten to one that before the silk buyer leaves the store she will remember some other thing she wishes to buy, and this she will buy at the fair and regular price. There is nothing deceptive or dishonest about the bargain counter offer. It is absolutely bona fide, and a woman may avail herself of it if she chooses and go away without purchasing anything else. It is her privilege to do this. If the merchant loses money on this particular lot of silks he considers it as advertising. The other day I talked to the manager of one of the leading retail houses in Canada. He said that they had about decided to cut down their newspaper advertising two or three thousand dollars in the ensuing year, and to use this money in offering special bargain inducements. That is to say, he proposes to lose two or three thousand dollars on special sales for the purpose of increasing the acquaintance and prestige of the store.—*Interstate Grocer*.

WHY THEY FAIL.

Some men fail to appreciate the value of advertising, because they do not understand the principles that underlie it. Their experience may have been unfavorable through their ignorance of the art. Business men who put a card in the newspaper, and leave it there week after week and month after month without giving it further attention, do not reap the benefits they would if they handled it with the same care they ordinarily give their show windows. A successful merchant does not fill up his display window with goods and leave them without a change week after week and month after month, and yet we sometimes find obtuse advertisers who do that with the space they occupy in the newspapers.—*Newspaperdom*.

WOMEN JOURNALISTS IN LONDON.

It seems to be a great deal more difficult for women to get employment in newspaper work in London than it is in American cities. There are, to begin with, an enormous number of men in London journalism. Women have not much chance in such an overcrowded market. Then, too, unless you have a grand name, it is almost impossible to get into print. All the titled ladies, from the Princess Christian down, are writing nowadays. But, although writing has become the fashion among English women, they have not established themselves in journalism as women have in America.—*Fourth Estate*.

A MEMORY.

There is a sweetly smiling face
That greets me as I dream,
Two ruby lips, a smile
And teeth
That like pearls softly
gleam.



But, oh, to look into
those eyes
I know I may not
hope;
Her face is used to advertise
Somebody's new tooth soap.

—Twinkles.

Classified Advertisements.

Advertisements under this head: two lines or more
without display, 35 cents a line. Must be
handed in one week in advance.

WANTS.

HAVE \$300. with services, for interest in daily.
"EXPERIENCED," Printers' Ink.

WILL buy, for cash, an afternoon paper or
trade journal. "J. L. C.," care Printers' Ink.

WANTED—Printers to try our half-tones. 1
col., \$1; 2 cols., \$2. **BUCHER ENGRAVING CO.**, Columbus, Ohio.

WANTED—More printing from the class of
people willing to pay for the best. **WM. JOHNSTON**, 10 Spruce St., N. Y.

ADVERTISER'S ADVISER avoids risk and
booms business. Particulars free. **PROF. ANDERSON**, P. L. 67, Masonic Temple, Chicago.

WANTED—Undeveloped paper in promising
field. Country daily or weekly or trade
paper. State terms. —"A. D.," care Printers' Ink.

WANTED—A first-class second-hand cylinder
press for 8-page, 7-col. paper, with folder;
speed of 3,000 per hour. **ARTHUR CAPPER**, Topeka, Kansas.

WANTED—Advertisers to know that the News,
Sunday and Weekly, has been in existence
for 15 years. Sunday, 2 cents a copy; weekly, 50
cents a year. Reaches best homes. Rates 20c. inch.
Write C. M. SHAFFER & CO., Youngstown, O.

BIG field and big profits for weekly newspaper
in the West. Publication is established and
successful, but money is needed to extend its
scope and field. A rare opportunity for ener-
getic young publisher with \$2,500 capital.
"GUIDE," Box 361, Colorado Springs, Colo.

NOTICE TO PUBLISHERS
of papers and magazines. Many a publica-
tion whose present heading gives it an appear-
ance of cheapness could be so improved by an
artistic heading as to tend to convince advertis-
ers that it was one of the best and most progres-
sive of its class and locality. Sketch of artistic
design submitted on approval—no charge if not
accepted. **W. MOSELEY**, 72 Hill St., Elgin, Ill.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No.
2 West 14th St., N. Y. Press Clippings for
trade journals; all subjects; best facilities.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere
at any time, write to the **GEO. P. ROWELL**
ADVERTISING CO., 10 Spruce St., New York.

SPECIAL AGENTS.

If you are thinking about having your paper
represented in the Eastern advertising field
consult **H. D. LA COSTE**, 38 Park Row, New York.
Special Newspaper Representative.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves
big money, pays for itself in 30 days. Every
big printing office should have one. Booklet free.
B. F. CURTIS, 130 Worth St., New York.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By
REV. ALEXANDER DICK, Meridian, N. Y.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements
of Advertising Novelties, likely to benefit
reader as well as advertiser, 4 lines will be in-
serted under this head once for one dollar.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce
St., New York. Service good and prompt.

MONEY talks and pictures tell the story. We
make cuts for 50 cents, cash with order.
HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W.
23d St., N. Y. City. Send for our booklet.

**TROW-WHEATLEY CATALOGUE COMBINA-
TION**. Home Life Building, New York. (Fac-
tory, 301-313 East 12th St.)

We do neat, plain, attractive printing. Cata-
logues, booklets, pamphlets, circulars,
cards, etc., executed in the finest style. When
you want a good job—one that you want people
to look at and read—come to us. **PRINTERS'
INK PRESS**, 10 Spruce St., New York.

ELECTROTYPES.

A GOOD cut inside of two inches square of any
subject for 50 cents. Try them. Cash with
order. **HEADLIGHT ENG. CO.**, 81 Fifth Ave.,
Chicago.

SETTING advertisements to make them stand
out and furnishing one or more electrotypes
of same is a line in which I am unapproached by
any other printer. The magazines each month
contain numerous samples of my work. Let me
set your next ad, whether it be for an inch or
a page, I can suit you. **WM. JOHNSTON**, Mgr.
Printers' Ink Press, 10 Spruce St., N. Y. City.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 100 Water
Street, New York.

THIS PAPER is printed with ink manufac-
tured by the **W. D. WILSON PRINTING INK
CO.**, 174, 10 Spruce St., New York. Special prices
to cash buyers.

YOU can get best results by illustrating your
ads. Try our 50-cent cuts. Any subject.
Cash with order. **HEADLIGHT ENG. CO.**, 81
Fifth Ave., Chicago.

FOR SALE.

FOR SALE—In the best town of the best South-
ern State an afternoon paper that is paying
handsomely. A bargain. Little cash required.
Address "C. B.," care Printers' Ink.

PATENT for sale. Useful, attractive combina-
tion utensil for office desk. Adapted as an ad-
vertising souvenir or manufactured for station-
ery trade. Address "UPRIGHT," Printers' Ink.

YOUNG, experienced advertising man, who
can invest \$1,500 in one-half interest in a
paying, 5-year-old, New York magazine, wanted
to assume the business management thereof.
"ALPHA," care Printers' Ink.

A S an inducement for cash we will sell one of
the best paying \$3,000 job printing plants in
Dallas, Texas. Material nearly new; good run of
custom guaranteed. Dallas is the best city in the
best State in the Union. None but spot cash
propositions considered. Address "E. K.," Print-
ers' Ink.

FARM paper for sale: **THE WASHINGTON FARM-
ER**, the only all-round agricultural paper in
Washington. Reason, old age of owner. Also
the lots and buildings and the steam plant, in-
cluding job office with the paper or separately.
Address **THE WASHINGTON FARMER**, North
Yakima, Washington.

MISCELLANEOUS.

DON'T sell out. Write at once for my free circular, "Do Not Sell Your Newspaper." There is money ahead. S. EDWARD PASCHALL, 1191 Bets Bldg., Philadelphia, Pa.

ANY boy can make good money retelling Dixiana Root Beer. Large profits made, no capital required. This is no "fake" or you would not see it in **PRINTERS' INK.** DIXIANA MEDICINE CO., Sheffield, Ala.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. 271 Broadway, New York.

40 WORDS, 5 times, 35 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. LA COSTE, New York.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING News, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIGUA CALL "wants" advertisers who want results. Larger circ. than all other Pigua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING News, 14,000 daily. LA COSTE, N. Y.

ALANY TIMES-UNION is the best advertising medium in the capital city because it has a larger paid circulation than all the other dailies combined. JOHN H. FARRELL, editor and proprietor.

ADVERTISEMENT CONSTRUCTORS.

"ASK LEWIS ABOUT IT."

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

EFFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 634 Temple Court, New York. Write.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia.

"ASK LEWIS ABOUT IT" when your ads need a director. THE ADVERTISERS' AGENCY, 923-925-927 Chestnut St., Philadelphia.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

PICTURES, with an ad in them—they are BRILL'S. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit. Send for prices and samples.

"BUSINESS" is the title of a very small booklet which I will send to any business man. WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

BRILL covers the booklet so that it is saved to be read. Lewis writes the booklet so that it convinces when read; result, a good ad.

We charge for this. Booklets written and designed, \$15 to \$100. Write THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit. "Our Owl," free.

WE CHARGE FOR BRAINS. Lewis does the writing. Brill makes the designs. That is the combination we offer advertisers. They say it can not be beaten. Write for booklet. "They Say"—it's free. Writing booklets for retailers, \$5 to \$50; cover designs, \$10 to \$25. Write THE ADVERTISERS' AGENCY, Philadelphia, Buffalo.

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WE have just finished the handsomest booklet for advertising paints ever issued. We made it complete—writing, designing, printing. One of the largest and the oldest paint firms in the country was our client. Brill did the designing; Lewis did the writing. A copy of it free while the 500 we have last. Booklets, \$10 to \$50. Designs, \$10 to \$25. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit.

NATH'L C. FOWLER, the famous publicity writer, was submitted a large amount of various advertisements and booklets of mine. He made the following remarks about them: "Your ads are certainly effective. I can honestly say that they are far superior to fully ninety per cent of those presented by advertisers. . . . Your flow of language is remarkably good, pleasant and effective. Your headings are to the point and mean something. Your booklets are as readable as a story, and of strong business effectiveness; they are of most commendable simplicity in art." I write ads for retailers and general advertisers, booklets and circulars. To new customers, two sample ads for \$1. Money back if not suited. Send full data. C. J. ZINGO, Farmington, Maine.

GOOD advertising isn't good luck. It's an art. It has no fixed laws or it would be a science. Only the fellow who can put himself in the possible buyer's shoes and think from the seller's standpoint can be a successful advertiser.

We know that, and that is the reason why we write successful ads, and that is the reason we tell you to ask Lewis about it.

Your advertising can be improved. If not, you might be encouraged to spend more money in pushing something good if you knew it was goodness—not luck—that was making your ads a success.

The successful man and the unsuccessful find Lewis of use to them. Write Mr. LEWIS, Manager THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit.

My booklet called "How" another called "Plain Talk on a Vital Question"; another called "Making It Pay"; and my (copyrighted) "Confidential Symptom Blank" ought to give any business man a fair idea of what I can do for him, and about what I should expect to get for doing it. No charge for them. CHARLES AUSTIN BATES, Vanderbilt Building, New York.

LONG-LIFE ADVERTISING.

On Oct. 14, 1896, we had a full-page advertisement in **PRINTERS' INK**—the first public announcement of the formation of our firm.

On June 1, 1897, an advertiser from Whitehall, N. Y., came into our office with that page advertisement torn from **PRINTERS' INK**.

He was impressed, he said, by the advertisement—remembered it—preserved it until his next trip to New York—brought it with him.

Best of all, he placed an order with us for a booklet.

In September, 1896, we sent out a piece of advertising through the mails, making an offer of doing a certain kind of work for \$50.

On May 27, 1897, a large manufacturing concern in Indianapolis, Ind., wrote us about that offer, made some nine months ago.

That concern had never written us before. That offer had expired when the letter came, and the price had been raised to \$60.

We so notified our Indianapolis correspondents, and they told us to go ahead at \$60.

We state these particulars simply to show that good advertising lives on and on.

Is your advertising good?

MOSES & HELM, Writers and Illustrators of Advertising, 111 Nassau St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

[1] Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

[2] For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

[3] Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at same rate.

[4] Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

[5] If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, JUNE 16, 1897.

DON'T spend more in your advertising appropriation than you can afford to lose sight of for a time without missing.

DON'T take a medium merely because it is low priced, and don't scratch a good medium off your list merely because its rates seem high.

MR. CHAS. F. JONES has resigned his position with the Siegel-Cooper Co., of New York, and states that he remains there only until his successor can be appointed. He intends to engage in the general adwriting and advertising business in New York.

DRY GOODS advertising, or rather department store advertising, is in a class by itself. The man who makes a success of such advertising usually fails in the general field. It is a question whether anything but the low prices attracts in ordinary department store advertising.

THERE are few things so valuable in business as intelligent criticism, even though the criticism be based on wrong ideas. The fact that a criticism is wrong doesn't eliminate all of its value. It is sure to stir up the ideas of the one criticised. No successful advertiser or advertisement writer can fail to be benefited by intelligent criticism.

RIGHT and wrong advertising are as far apart in spirit, methods and results as east and west. If your business is all that it ought to be, the people want you as much as you want them; and earnest, honest, persistent advertising will bring them to you.—*Dixey*.

THE *American Grocer*, of New York, in its issue of June 2, makes an eloquent if not convincing plea for the use of trade journals reaching dealers, by advertisers who have articles to be sold to the public. No doubt, as supplementary advertising in such cases, the dealers' organs are useful and valuable. But to spend the bulk of one's appropriation in them, in order to sell goods to the public, is no more sensible than advertising in the daily press in order to reach the dealers.

OF the 20,757 newspapers and periodicals catalogued in the June edition of the *American Newspaper Directory*, the editor indicates 5,545 as, in his opinion, entitled to a rating of more than one thousand copies each issue. The remaining 15,212 are all in what is termed the "JKL" class. These are credited with regular issues exceeding one hundred and falling below one thousand copies. Of the papers printing above one thousand, it is encouraging to note that reports of circulation came in more generally than in any previous year.

THE HOUSE COMPANY, of Boston, Mass., manufactures what it calls patent-perforating printing plates. The plates produce pictures that very much resemble the perforating of paper by a pin—in fact, the effect is the same, including the perforation. The plates can be used on an ordinary printing press. **PRINTERS' INK** does not see anything particularly meritorious in the idea, the effect of the printing being rather cheap and tawdry, and the plates expensive—a 3½x4-inch plate costing nine dollars. Still, others may find the process of some value, and it is here noticed on that account.

THERE are two points of view from which to consider a poster. Any poster may be regarded as a piece of decorative work, and secondly, it may be regarded as a piece of advertising. In designing the perfect poster neither of these ideas must be lost sight of. There is danger that the poster artist will give his mind to the production of a pretty picture, and either forget or ignore the fact that from an advertiser's point of view the most important thing is its power of bringing business. On the other hand, a strong advertisement may be produced which is absolutely execrable, from an artistic point of view.

IN the present issue of PRINTERS' INK considerable space is given to correspondents who thresh the subject of securing agents' names. The topic is an interesting one and the letters are worth reading.

A GOOD deal of money can be wasted by endeavoring to cover the whole advertising field at once, when a small and well selected field would be far better to begin with. To scatter a small appropriation over a large territory is one of the mistakes most frequently made by new advertisers.

"FOWLER'S PUBLICITY" is the latest and the largest of the books that have been issued by advertising experts, intended to enlighten the advertiser, be he experienced or otherwise. Mr. Fowler's book is not only the latest and largest, but it is also the best. These books are never satisfactory; but they are all useful. Mr. Fowler's "Publicity" is sold for \$15, and is worth the price. Many an advertiser will look it through once and never take it in hand again, but even to him the chances are the book will have been worth its cost. The value of such books, after all, is not in what they teach, but in exciting thought in the advertiser's own mind and cultivating in him a habit of arriving at conclusions of his own.

THE famous old Lothrop publications, *Babyland* and *Little Men and Women*, which have been published for the past quarter of a century, have changed hands, having become the property of Mr. Vechten Waring, who will continue the publications from his office in New York, commencing with the July numbers. The magazines occupy a peculiar field, and hold it as their own. *Babyland* is for the mothers to read to their wee tots, from baby to six years. For instance, there is a tiny serial story running for a year, as in the big magazines, and ideas for "work for little fingers," etc. *Little Men and Women* is for children up to fourteen years of age. Both have always been well illustrated and entertaining publications. Mr. Waring will also publish the *Optimist*, for the past ten years known as the *Waterbury Magazine*, the new name to appear, for the first time, on the July number. The *Optimist*, as the name suggests, will be an exponent of cheerfulness.

THE sensational papers that are publishing columns of matter to show that a mere political change has not brought immediate "prosperity," and that are attacking capital in every issue, are doing more to delay better times than all other agencies combined. Better times depend upon confidence and the free outflow of capital into industry. The sensational sheet aims to destroy confidence, and it so constantly attacks capital and capitalists that men with money become shy of investing it. And all the time it poses as the friend of labor, while attacking and breaking down the very agencies from which relief for present conditions must come.

AMONG the many newspapers patterned after PRINTERS' INK, there has sprung up a class devoted to the newspaper interests of certain States. The best, because the most practical, of these publications is *The Country Editor*, emanating from Columbia, Mo., and edited by Walter Williams. In its issue for May *The Country Editor* says, editorially:

Whether the publisher of a newspaper should state his circulation to those who have a right to know it resolves itself at last into the question—should publishers be honest with their patrons?

The value of a newspaper as an advertising medium depends of course to some extent on other things than the number of copies printed and circulated. The character of the circulation counts, whether its subscribers are delinquent or paid up, where its subscribers live and what business they follow—these and other items should be considered in estimating the advertising value of a paper. Two country weeklies may have each 1,000 names on the subscription books, yet one's list may be largely deadhead, the paper may be poorly printed and feebly read, without influence or standing. It would be ridiculous to assert that the advertising rate of such a sheet should be equal to that of the other with its cash-in-advance subscription list and its handsomely printed and ably conducted paper.

In stating circulation, therefore, publishers may properly make these points clear and judicious advertisers will heed them. But to affect a mystery regarding the circulation or to misstate it is not honest, and dishonesty is never the best policy.

Newspaper men to-day are generally of the opinion above expressed. They take pains to tell the points that make their paper of a high class and of special merit: and then they tell how many copies are printed. The man who spends all his breath in extolling the quality of his journal, and has no word to say about the quantity, is conducting a journal that wise advertisers are pretty certain to keep out of.

EACH MEDIUM HAS ITS VALUE.

The goat eats up the posters, the waste-basket gets the circulars, the ragman lugs off the handbills, but newspapers and magazines, with their advertisements, are read by the people.—*Newspaper Maker*.

And so, too, are the posters before the goat eats them—the circulars before the waste-basket gets them, and the handbills before the ragman carts them off.


The amount of it is that the medium, in itself, has not so much to do with the matter as has the way in which we use the medium. The goat is not discriminating in his choice of viands, and has been known to eat a newspaper with the same gusto that he displays in disposing of a seven-sheet poster; and, by the same token, he enjoys a light luncheon of handbills and circulars. The newspaper, therefore, is as likely as most other mediums to come to an untimely end in the innermost interior of the festive goat. It is quite as likely, too, to be consigned to the waste-basket or to fall into the hands of the ragman.

The point is that advertising is advertising, and that each medium, while having peculiar virtues of its own, which make it indispensable for certain lines of advertising, will nevertheless be unable to meet so fully as some other medium the requirements of another line of advertising. This is so trite a truth that we hesitate to drag it forward again into the cold light of publicity. That the publisher, the bill-poster and the sign-painter should each call attention, first of all, to the unparalleled advantages of his own medium is quite natural and proper, but it is not the part of good business to sneer at the advantages of other mediums. There is no single advertising medium whose value is not enhanced and strengthened by the existence and prosperity of other mediums. The exertion of the bill-poster to make men advertise by means of the poster is a direct aid to every other advertising medium, from the very fact that it increases the general interest in advertising. The man who is induced to begin advertising by using posters will, sooner or later, find it desirable and necessary to use the newspapers—and so on.

For every advertised commodity there is one medium par excellence. If the advertiser found it impossible to use more than one medium he would endeavor to find out just which one

was best adapted to his needs. But it is none the less true that there is an immense advantage to be gained by the use of several mediums.—*Art in Advertising, New York.*

THE CASE OF



HENRY G. THORELL

Henry G. Thorell, whose postoffice address is Holdrege, Neb., was at one time a carriage maker in Chicago. He removed to Nebraska in 1877. That he has reason to be satisfied is proven by the fact that he is to-day worth \$30,000, every cent of it made on his farm. Last year (1894) he had 250 acres in corn, 250 acres in small grain, 26 horses, 50 head of cattle and 150 hogs.

IN OUR

NEBRASKA BOOK

(60 Pages with Maps and Illustrations)

are dozens of statements like that of Mr. Thorell. They are made by farmers who have made a success of farming. They show that Nebraska is as good a State as any in the Union.

The book in which they appear is as different from the ordinary agricultural pamphlet as day is from night. It is interesting, practical, truthful. In a straightforward, simple fashion, it tells you everything you need to know about Nebraska—its climate, people, schools, churches, railroads, markets, soil and crops. It explains why the Nebraska farmer makes money in spite of low prices and hard times. Why land is cheap—and how it is as easy for an intelligent and industrious man to buy a Nebraska farm as it is to rent one in any State east of the Missouri River.

Every farm renter who wants to become a farm-owner; every farm-owner who is tired of trying to make money off high-priced land; every father who wants to give his sons a start on the high road to independence, should write for a copy. Free.

J. FRANCIS,
Grand Passenger Agent Burlington Route,
CHICAGO, ILL.

A RAILROAD advertisement that is somewhat out of the ordinary and at the same time readable and interesting.

CHOOSING THE BETTER PART.

It was in the dulllest season, and there wasn't any reason

To the unprogressive merchant why a man should advertise,

For the outlook was the blackest and the trade had been the slackest

That commercial men remembered for all kinds of merchandise.

City businesses were dozing, country factories were closing.

And it seemed as if stagnation would result in every trade—

Practically nothing doing, storekeepers in sadness viewing

What a falling off in business dull times had surely made!

There was one among the number who did not believe in slumber—

One spry merchant who believed in advertising all the time—

Who had sense and observation, and the keenest penetration

And who knew the proper way for those who up to fame would climb.

So he laughed at all the others—at his slow commercial brothers—

And told them that he thought if they were sensible and wise

They would throw off doubt's cold fetter, and soon make their business better,

If in the daily papers they would only advertise.

He gave out his reasons ample, and he set them good example

By starting in at once on a publicity campaign;

While he advertised so boldly, they observed his actions coldly,

And prophesied his failure when his ads should prove in vain.

But in spite of trade depression he was quickly in possession

Of a trade that kept increasing as it centered in his mart,

And he proved that advertising, done by merchants enterprising,

Can even wake dull times up and new vigor can impart. J. F.

AN IMPORTANT EFFECT.

By far the most important effect of advertising is of an indirect nature. It conveys an intimation that the advertiser is anxious for business. One who is anxious for business is unavoidably expected to be industrious and attentive, to do everything in the most tradesmanlike manner, to keep the best articles at the lowest prices, and in a general way to use every expedient to gratify and attach customers. People like to trade with a merchant of this sort, and the system of advertising assuring them that such circumstances exist at a particular shop, they select it accordingly.—*New England Press.*

ON CHEAPNESS.

There are two accepted meanings of the word "cheap." One means a large value for a small price, the other a large price for a small value. These definitions pertain to advertising like everything else. Some mediums are cheap in one way, some in the other. The mediums that are cheap because they get a large price for a small value are generally the ones that sell their space for anything they can get. They catch all the cheap advertisers, because a cheap man is at home in cheap company.—*Marion (Ind.) Leader.*

IN TEXAS.

Houston is Galveston's greatest rival in commerce. There is much jealousy between the two Texas cities. A few weeks after Galveston had made her big splurge, getting her name in all the big papers, the Texas Editorial Association met in Houston. Theater parties, banquets, excursions and the like were given the country editors for more than a week. Finally the day for departure came. George W. Cleveland, a wholesale merchant and cotton factor in the city, concluded that he would give the visitors a farewell lunch. Notices were sent to the association that every member must be on hand at his establishment at noon on the day of his departure. They were there. A magnificent lunch was spread. As the editors came downstairs they were handed a sealed envelope by a clerk stationed at the entrance. It was an order for a half-column advertisement for one year from date, payable monthly. There was no price fixed. The dailies got the year's contract just the same as the weeklies. Well, it came near taking the breath away from some of the editors, but a happier crowd never left a store. For more than a year afterward the Texas papers teemed with praises of the Cleveland establishment. Two years later I met Mr. Cleveland in Washington. I asked him if the advertisements had paid him. "Paid me!" he exclaimed. "I don't know about that. But somehow I received for commission sale 20,000 more bales of cotton that year than I had ever done before, and my grocery sales in the aggregate exceeded the previous year's record by more than \$300,000. Paid me?"—*N. Y. Sun.*

S. S. McCLURE.

S. S. McClure, of literary syndicate fame, has had a very interesting career so far—he is only forty years old. He worked his way through college, and shortly after graduating founded *Outing*, the magazine of sport, travel and pastime. He subsequently took a post in the business office of the *Century Magazine*. The establishment of the syndicate followed, and *McClure's Magazine* was started four years ago. Mr. McClure is said to be acquainted with more literary celebrities than any other man in America.—*San Francisco Argonaut.*

NEVER use long words where short ones are just as good.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

MISSOURI.

COVERS the field—St. Joseph Herald—8,000 d., 8,000 s., 9,000 w. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1896, Daily, 8,745; Weekly, 6,000. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday News; established 15 years; 3 cents a copy; sworn circ'n 4,230 copies. Reaches the best homes. Rates 30c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

THE "P.I."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Walter C. Swart

Advertising Agent....

Placing advertisements for insurance companies and agents a specialty.

Any advertisement placed anywhere, any time, for reliable people.

P. O. Box 830

128 Wall Street

Schenectady, N.Y.

FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

- 1. The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
- 2. The Advanced Quarterly** is intended for the main body of the Sabbath School.
- 3. The Intermediate Quarterly** is for a younger class of pupils.
- 4. The Primary Quarterly** is for the infant class. These Quarterlies have a combined circulation of over 31,000, and are kept in the homes for three months; the advertisements cannot fail to attract attention.
- 5. Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been 11,119.
- 6. Our Little Folk's Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, 4,000.
- 7. The Christian Arbitrator** This is the Friends' publication on Peace and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over 50,000.

FOR RATES APPLY TO THE
Publishing Association of Friends,
CHICAGO, ILL.

Texas is the greatest State in the Union.
There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.
TO WHOM IT MAY CONCERN:

This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANFELL, Proprietor.
(Seal.) T. M. HAMILTON, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. RATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.
Write to the Texas Baptist Standard, Waco, Texas, for sample copy and rate card.



No Time Like This Time

to reach the 630,000 Thrifty American Homes where the papers of **LANE'S LIST**

are read monthly. Now there are a million extra readers, because every country home is filled with visitors. There is no dull time in **Lane's**. Write me what you want.

WALTER D. STINSON,
AUGUSTA, MAINE.

The Circulation

accorded the Albany papers in *Printers' Ink*, issue of May 12, 1897, is not correct so far as it relates to

The Argus

THE ARGUS has the largest circulation of any morning newspaper in Albany. A sworn statement of the circulation of THE ARGUS for the month of April, 1897, showing an average

DAILY CIRCULATION OF

6,293

was left at 20 Spruce Street by a representative of THE ARGUS.

Send for sample copies of THE ARGUS and you will understand why

The Argus Leads.

THE ARGUS CO.,
Albany, N. Y.

Volume XL. Number 12.

Constant in its influence.
Unceasing in its efforts.

Special Advertising

OF PARTICULAR THINGS
BRINGS SPECIAL PRIVILEGES

in Select Mediums

— The Mason
Identify yourself with His Family

The American Opier

The Largest General Circulation of
any Masonic Magazine in the World.

DETROIT, MICH. CHICAGO, ILL.
LONDON, ENG.

THE TIMES-UNION

has a larger paid circulation than all the other Albany dailies combined.

**BOOKS OPEN
TO ALL.**

Consequently
it is the best advertising medium
in the Capital City.

JOHN H. FARRELL,

Editor
and Proprietor

Albany, New York.

Making our Presses

fulfill our claims to the very letter. Therein lies the secret of the success of the "New Model" Web for your newspaper, or of the "Century" Press for your job room. They are *paying* investments.

The Campbell Co.,

6 Madison Avenue, New York
334 Dearborn Street, Chicago

Make . . .
Advertising
Pay



THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

Trade Papers



I HAVE received letters from three trade papers regarding the setting of advertisements. I expect to receive orders from each.

There are more than three trade papers in this country whose ads can be improved typographically. I know it. So does the publisher of every trade paper in the United States.

I want to correspond with every publisher of a trade paper. I honestly believe I can improve his paper typographically, and thereby increase his advertising patronage.

My system is plain. You send me the copy.

I mail a proof of each advertisement the day it is received, and ship the electrotrope upon the day following the receipt of O. K. proof.

By this arrangement every publisher can figure out for himself just how many days ahead he wants to let me have copy.

My terms are the same to all and will be furnished on application.

WM. JOHNSTON,
Manager Printers' Ink Press.
10 Spruce St., New York.

Fooled On My Own Ink!

Office of OPPENHEIMER & CO.,

P. I. JONSON, New York :

CINCINNATI, O., June 5, 1897.

DEAR SIR—Inclosed find check for five (\$5.00) dollars, for which please send us by freight 100 lbs. of the best news ink in the world. We know whereof we speak. Do you?

Yours truly,

OPPENHEIMER & CO.

Say! P. I., we've got a joke that's too good to keep. We used some of your 3 for \$1.00 brown ink on a circular and sent you a copy of it to quote us a price on the same quality ink. Your answer came, 60 cents per lb. Were you trying to "kid" us or did we fool you?

O. & CO.

I am proud to learn that I was fooled on my own ink, as it was as nice a working brown as I ever saw and I would have defied any ink man in the country to quote the correct price paid for it. I really did not think that such fine work could be done with the ink I sell in three (3) pound cans for one dollar a can. Try a can and be convinced. Send for my price list. Address

Printers Ink Jonson

8 SPRUCE ST., NEW YORK.

ATLANTA, GA., April 25, 1897.

The daily circulation of the

Atlanta Journal

for the past few months has averaged 23,930 copies.

The distribution being as follows:

GEORGIA.

Rome.....252	West Point....96	Buford.....70	Dublin.....59
Marietta.....286	Covington.....93	Norcross.....35	Wrightsville..18
Thomasville...82	Oxford.....33	Flowery.....31	Lumpkin.....30
Columbus.....189	Lawrenceville.55	Branch.....31	Vienna.....20
Griffin.....235	Elberton.....135	Acworth.....56	Moultrie.....17
Barnesville...167	Athens.....420	Stone Mountain83	Fitzgerald...57
Forsyth.....85	Statesboro...22	Abbeville.....16	Dawson.....25
Savannah.....83	Greensboro...31	Decatur.....100	Union Point..27
Sandersville..50	McRae.....19	McPherson.....66	Concord.....14
Brunswick.....78	Jesup.....13	Barracks.....66	Smyrna.....14
Jonesboro.....58	Eastman.....26	Austell.....46	Social Circle..40
Jackson.....119	Cochran.....16	Palmetto.....42	Hampton.....23
McDonough...73	Gainesville..176	Tennille.....40	Calhoun.....35
Waycross.....86	Toccoa.....63	LaFayette....38	Villa Rica....41
Milledgeville.45	Douglasville.43	Tifton.....41	Smithville...17
Macon.....283	Tallapoosa....40	Millen.....43	Woodbury....34
Valdosta.....170	Harmony.....31	Rockmart.....22	Hardwell.....21
Quitman.....35	Grove.....31	Hogansville..24	Eatonton.....29
Cordele.....44	Cartersville..140	Roswell.....25	Talbotton....42
Americus.....108	Dalton.....54	Fort Valley...23	Monticello...27
Shellman.....21	Cedartown....83	Fayetteville..22	Montezuma...38
La Grange.....145	Lithonia.....52	Louisville....16	College Park..14
Newnan.....170	Conyers.....50	Wadley.....21	Millner.....15
Bainbridge...33	Washington...95	Winder.....39	Kennesaw....14
Carrollton...36	Madison.....108	Lumber City..13	Duluth.....15
Thomaston....87	Thomson.....44	Hawkinsville..28	Crawfordville.25
Albany.....143	Augusta.....55	Baxley.....21	Temple.....25
Fairburn.....66	Monroe.....61	Camilla.....16	Rutledge.....15
Grantville....40			Lithia Springs.16

ALABAMA.

Montgomery...66	Ozark.....35	Anniston.....45	Columbia.....17
Selma.....29	Clayton.....15	Opelika.....64	Dothan.....15
Eufaula.....42	Mobile.....30	Troy.....42	Greenville....16
Tuskegee.....50	New Decatur..11	Union Springs.22	Abbeville.....11
Gadsden.....30			

FLORIDA.

Pensacola.....93	Tallahassee...17	DeFuniak.....11	St. Augustine..11
Jacksonville..29	Marianna....14	Springs.....11	Apalachicola..12
Tampa.....25	Fernandina...42	Milton.....23	Chipley.....14

SOUTH CAROLINA.

Greenville.....45	Anderson.....29	Spartanburg...100	Newberry.....77
Abbeville.....79	Greenwood...32	Chester.....75	Blacksburg...17
Clinton.....31			Seneca.....34

NORTH CAROLINA.

Charlotte.....66	Raleigh.....17
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MISSISSIPPI.

West Point.....24	Columbus.....62
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Total outside of Atlanta.....8,603

Delivered in city of Atlanta by carriers.....8,059

Miscellaneous mail list.....4,582

Street sales, news-stands and railway news agencies.....2,686

23,930

THE ATLANTA JOURNAL,

HOKE SMITH, Pres.

H. H. CABANISS, Mgr.



The Daily Houston Post

goes in club packages to

379 POST-OFFICES

in TEXAS and LOUISIANA every day.

THE POST sends more papers into the homes of these towns than any other newspaper. THE DAILY POST also sends three or four papers each to hundreds of small offices every day in single wrappers not counted above.

The Semi- Weekly Post

goes in club packages to

1413 POST-OFFICES

**Do you want to reach the
people in these towns . . . ?**

You can see the lists and get rates
by dropping a postal to or calling on



A LEADER 

in the "Crescent City."

New Orleans States.

Actual Average Circulation during 1896—

Daily, 13,557

Semi-Weekly, 5,914 each part.

The Daily States was established about 18 years ago with the view of giving New Orleans what it had never had, a first-class afternoon paper of high grade. Circulating in homes and houses in the city of New Orleans and suburban territory, it is one of the best of all possible mediums.

THE DAILY STATES PUBLISHING CO.,

New Orleans, La.

Capt. J. PINCKNEY SMITH, Manager.
H. J. HEARSEY, Editor.



EXPERTO CREDE!

WHICH SIGNIFIETH

Ask Somebody That Has Tried It

HERE followeth an excerpt from an address delivered by Mr. HENRY S. MATTESON of Morris, N. Y., before the American Cheviot Sheep Breeders' Association, at its December meeting at Cooperstown, N. Y. :

"Only two or three men in this county advertise. Breeders are too much afraid to spend a dollar; if they advertise at all they want to do it cheaply. They imagine that the cheaper they can get space the more they're in—forgetting that the space is not what counts, but **the public which the paper reaches**. Advertise in a paper that goes to men who buy! Here is an experience of mine with

THE COUNTRY GENTLEMAN,

a paper with which you all are or ought to be familiar. A friend and I combined to advertise poultry; he had Buff Leghorns and I Plymouth Rocks. The advertisement cost us \$6, and we thought that pretty high at the time. Well, gentlemen, the week after the COUNTRY GENTLEMAN came out we had an order for three settings of eggs, which brought us in \$15; a day or two later for two settings more, \$10. And so it went on, and we made \$87 out of that six-dollar advertisement. My rule is, advertise in a paper that charges something, and you'll get something for your money. When you go to a country paper and get a column for ten cents with a personal notice every week, you think you have better terms. But you haven't. If you want anything in this world you must pay for it. Here is another example: A man I know advertised in the same paper, the COUNTRY GENTLEMAN, a pair of mares. He paid \$4 for the advertisement, and inside of a week received 40 letters; he sold those mares for \$750. The COUNTRY GENTLEMAN asks a high price for its space, but it's the biggest advertising medium in the United States."

The COUNTRY GENTLEMAN is admittedly the **Leading Agricultural Journal of the World**, and *Printers' Ink* says editorially that it "meets the eyes of an unusually large number of the class known as gentlemen farmers, and is in demand among advertisers desiring a circulation of the very highest class."

Twenty large pages weekly, freely illustrated and carefully printed on fine paper.

Advertisements tastefully set and carefully classified.

ONE INSERTION: 40c. per line; \$5.60 per inch.

Liberal Discounts for Continuance.

Subscription Price, \$2.50.

Send for Sample Copies.

LUTHER TUCKER & SON, PUBLISHERS, ALBANY, N. Y.

5^c**WHY IT PAYS
ADVERTISERS****5^c****E
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M***The People
Who Purchase It
Have Money***..THE..****FIVE** **5^c** **CENT****SUNDAY PAPER***Is Always Purchased By
People Who Have
The Stuff**Having It To Purchase
A Five-Cent Paper
They Have It To Pur-
chase Good Goods From
The Advertiser***GIVE A TRIAL ORDER AND SEE
WHAT COMES FROM
250,000 TELEGRAM READERS****H. S. BROOKS, President and General Manager.****A. FRANK RICHARDSON,**
*New York. London. Chicago.***E
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M****5^c****IT SELLS FOR
FIVE CENTS****5^c**

Comparisons Count



The shrewd advertiser looking for the newspaper mediums through which he wishes to place his wares before the public naturally compares one with another before making his selection. There are many points upon which comparisons can be made, but the two most important are sales of papers and amount of advertising carried. To him the **TELEGRAM** offers the following figures, which can easily be verified:

SALES DURING MAY, 1897

Total, Evening Telegram.....	792,850
Average net daily, Evening Telegram.....	31,714
Total, Sunday Telegram.....	166,300
Average net per Sunday.....	33,260

The sales of the **EVENING TELEGRAM** we guarantee to be larger than those of any other evening newspaper published or sold in Rhode Island, while those of the **SUNDAY TELEGRAM** we guarantee to be at least three times larger than those of any other Sunday newspaper published or sold in the State.

BUT HOW ABOUT ADVERTISING ? Here are some statistics that speak for themselves:

Comparison of Advertising for May, 1897

Paid advertising in Evening and Sunday Telegram,	393,134 lines
Paid advertising in Sunday Telegram.....	116,634 lines
Total, all kinds of advertising, in Daily and Sunday Journal.....	367,444 lines
Total, all kinds of advertising, in Evening Bulletin and Sunday Journal combined.....	377,048 lines
Total, all kinds of advertising in Sunday Journal,	34,482 lines
Excess of advertising in Evening and Sunday Telegram over Daily and Sunday Journal ..	25,690 lines
Excess of advertising in Evening and Sunday Telegram over Evening Bulletin and Sunday Journal combined.....	16,086 lines
Excess of advertising in Sunday Telegram over Sunday Journal.....	82,152 lines

PROVIDENCE TELEGRAM PUBLISHING CO.
PROVIDENCE, R. I.

Why do you think advertisers spend thousands of dollars each year in the

Vickery & Hill List?

We have several customers that each spend about \$10,000 per year and have done so for several years. Our largest customers are those who can trace results, but we have a representative list of the big general advertisers who never buy space, except when they are satisfied that the medium is a good one. How are these? Every one of these advertisers used the

Vickery & Hill List

DURING 1896.

ENAMELINE,	SWANSON RHEUMATIC CURE CO.,
	LORING & CO.,
WELLS, RICHARDSON & CO.,	J. C. AYER CO.,
LYDIA E. PINKHAM MEDICINE CO.,	C. I. HOOD & CO.,
WINSLOW SOOTHING SYRUP,	LONDON TEA CO.,
WARNER SAFE CURE CO.,	SCOTT'S EMULSION,
CHURCH KIDNEY CURE CO.,	STERLING REMEDY CO.,
T. A. SLOCUM MEDICINE CO.,	INDIA CEYLON TEA CO.,
HARPER FURNITURE CO.,	HALL'S HAIR RENEWER,
REVERSIBLE COLLAR CO., and many others.	

Have you investigated this list? Perhaps you are losing that which would add materially to your profit. Why not ask some one who does know about it?

A CIRCULATION OF 1,500,000 PER MONTH

IS AT YOUR SERVICE.

C. E. ELLIS,

SPECIAL ADVERTISING MANAGER,

401-2-3-4 Temple Court, N. Y. City.

BOSTON OFFICE:

72 International Trust Building,
E. R. GRAVES in charge.

CHICAGO OFFICE:

903-4 Boyce Building,
W. J. KENNEDY in charge.

DO YOU WANT

to reach the purchasing classes of the GREAT PENINSULAR STATE, with its rich and varied resources? There is no better medium with which to reach the buyers of Michigan than

THE DETROIT FREE PRESS

The oldest, brightest, cleanest and best paper in the State. It thoroughly covers the field.

WE WANT

a share of your advertising patronage, and will be glad to send you advertising rates, sample copies, etc., upon application.

THE DETROIT FREE PRESS,
Detroit, Michigan.

R. A. CRAIG,
Mgr. Eastern Office,
41 Times Bldg., New York City.

The best paper pays best

"The best advertisement," according to the experienced gentlemen of The Geo. P. Rowell Advertising Co., "is the one that tells what you want to say in the fewest and plainest words. So word your advertisement that it will be understood. So display it that it will catch the eye. Insert it in the best daily paper—mind you, THE BEST. If the advertisement is as good as it should be and the display is as good as it can be, one insertion ought to do the business. To do more business prepare a new advertisement."

The gentlemen are right. It is THE BEST papers that pay best. In Springfield, O., the *REPUBLIC-TIMES* is admittedly the best paper, and Springfield's a mighty good town.

The Hosterman Pub. Co.
Springfield, Ohio.

1227 Am. Tract Soc. Bldg.,
NEW YORK.
50 Hampshire Block,
CHICAGO.





"Almost with the regularity of clock-work," said the editor of a New York trade paper, when relating his experience with

Ripans Tabules

"I used to feel at about 11 o'clock that something had gone wrong with my breakfast. Especially was this true if I had had a restless night, as you know is not an uncommon thing with head-workers. My stomach," continued he, "is under the standard as to strength and it used to seem at those times to act only indifferently and sometimes to even stop work. Clouds would come before my vision and then a slight nausea would be felt. Years of that sort of thing had made me know the symptoms as well as I know my name, but since I learned about Ripans Tabules I have practically overcome the difficulty and it is not often that any one gets as enthusiastic over anything as I do over them. Nowadays, whenever I recognize the old familiar symptom,

DOWN GOES ONE OF THE BLESSED LITTLE CONCENTRATED BOONS,

And in a few minutes the visual clouds lift, discomfort passes away, my stomach apparently resumes its operations and at half past 12 or 1 o'clock I go out to my usual rather hearty luncheon—all in delightful contrast with my former practically ruined afternoons which I used vainly to seek to escape by fasting and various doses."

A Careful Investigation

Will convince every one that under
the New Management

THE CHICAGO DISPATCH

is one of the CLEANEST, BRIGHTEST and PRO-
GRESSIVE Newspapers of the day.

OLD METHODS

OLD POLICY

OLD IDEAS

OLD PRINCIPLES



HAVE BEEN

OBLITERATED.

ITS AIM NOW IS TO PRINT

All the News that is Wholesome.

NOTHING MORE, NOTHING LESS.

ADVERTISERS will now find **THE DISPATCH**
read in a great majority of the
HOMES, OFFICES, BUSINESS HOUSES and FACTORIES, and on
ALL the TRAINS and STREET CARS in and about CHICAGO.

Eastern Office:

**517 TEMPLE COURT,
New York.**

HOME OFFICE:

**115-117 Fifth Avenue,
CHICAGO.**

Out of Print

The entire June edition of the AMERICAN NEWSPAPER DIRECTORY has been sold.

The next edition, revised and corrected, will be *issued September 1st*. Price \$5, delivered carriage paid.

For \$25, paid strictly in advance, advertisers and others may become subscribers for and members of the AMERICAN NEWSPAPER DIRECTORY's Confidential Information Bureau. The said subscription carries with it a right to receive (carriage paid) a copy of each quarterly issue of the AMERICAN NEWSPAPER DIRECTORY (4 vols. per year), also an annual subscription to PRINTERS' INK, a journal for advertisers (issued weekly), and the further right to ask for and receive at pleasure confidential reports concerning the circulation or character of any American newspaper credited with issuing regularly so many as 1,000 copies. Such confidential reports will be supplied to subscribers whenever called for.

For further information address

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce Street, New York.

From the Chicago (Ill.) Daily News, August, 1880:

Messrs. Geo. P. Rowell & Co.'s *American Newspaper Directory* has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American Newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the Editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead. The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s *American Newspaper Directory* is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.

For 31 Years

The **Seattle**

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DAILY, SUNDAY, WEEKLY,

Has Been the Leading Paper in the
State of Washington.



The Seattle
Post-Intelligencer,

DAILY, SUNDAY, WEEKLY,

Has Double the Circulation of Any Paper in
the State. It Brings Results
to Advertisers.



A. FRANK RICHARDSON { Eastern Representative,
Tribune Building, New York.

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JAMES D. HOGE, Jr., Manager.

Note

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to Brooklyn Jockey Club track
and Coney Island.
Its popularity is daily
proven by the numerous 5-car
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list of cities —

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the greatest number
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successful advertisers —

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the largest business
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And
that our rates are
the lowest for
legitimate service.

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CANADA,

is one of the Dominion's
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of American manufacture,
and its citizens live, progressive
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AS ADVERTISING AGENTS we offer the facilities which we possess to the advertising public, with confidence in our ability to be of service; and, although prepared to negotiate the largest transactions, we are anxious to secure the patronage of small advertisers, and we make it a rule to give to an order for a single paper, which may amount to no more than one dollar, the same care and attention which would be bestowed upon one amounting to hundreds of thousands of dollars. When it is understood that the convenience of an Advertising Agency like ours costs the advertiser nothing—our services being paid for by the publishers entirely—there would seem to be no reason why advertisers should not invariably avail themselves of them.

The Geo. P. Rowell Advertising Co.,
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